

# Jasmine Chinn

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Aspiring visual designer with a strong foundation in marketing and graphic design, passionate about enhancing brand identity through vibrant illustrations, graphics, and social media content.

## EDUCATION

**California State University, Monterey Bay**  
**Bachelor of Science, Communication Design, Visual Design Concentration**  
GPA: 4.0, Dean's List  
Expected Graduation: **MAY 2026**

## SKILLS AND QUALIFICATIONS

- **Design & Creative Tools**  
Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, After Effects, Premiere Pro), Figma, Canva, Microsoft Office Suite (Word, Excel, PowerPoint), Google Docs, iMovie, & Maya
- **Digital & Print Design**  
Branding & visual identity, social media graphics, digital content, marketing collateral, & motion graphics
- **Web & UX/UI Fundamentals**  
HTML, CSS, JavaScript, Wix, Replit, Wordpress, UX research & design thinking
- **Professional Skills**  
Visual communication, creative concepting, collaboration across teams, project time-management, & revisions based on creative feedback

## WORK EXPERIENCE

**Graphic Design and Social Media Intern**  
**Asian Liver Center at Stanford University School of Medicine** | JUNE 2025 - JUNE 2026

- Designed Instagram graphics and animated content using Adobe Illustrator, After Effects, & Premiere Pro to support awareness campaigns.
- Produced key event deliverables, including a conference banner and a professionally designed yearbook, for the Youth Leadership Conference at Stanford, supporting a four-day event serving 100 high school students from the U.S. and Asia.
- Collaborated with senior designer and leadership teams to execute cohesive visual branding for the annual conference, ensuring timely delivery of materials under tight deadlines.
- Mentored a team of high school students in developing a public service announcement on Hepatitis B, guiding concept development, storytelling, and video production to successfully complete and present their final project.

**Graphic Designer and Marketing Assistant**  
**CSU Monterey Bay, Recreation Center** | AUGUST 2024 - MAY 2026

- Designed 20+ digital and print promotional materials per semester for campus programs, including biking trips, camping trips, intramural sports, and the fitness center, contributing to increased event visibility and participation.

- Created and scheduled weekly Instagram content, helping grow social media engagement by 15–20% over two semesters.
- Collaborated with cross-functional staff members using ClickUp management software to streamline design approvals, reducing revision cycles and improving turnaround time by approximately 20%.
- Represented the Recreation Center at campus events annually, strengthening student outreach and increasing awareness of recreational programming.

### **Marketing Assistant**

#### ***Boxing Strong, Monterey, CA | SEPTEMBER 2023 - DECEMBER 2023***

- Designed weekly social media posts for Boxing Strong Therapy and Youth Boxing Strong programs, contributing to an increase in follower engagement over a three-month period.
- Developed a comprehensive marketing plan outlining 5+ growth strategies focused on membership expansion and community partnerships.
- Edited promotional videos highlighting the Parkinson's therapy program, increasing Instagram story views by approximately 30% and improving program visibility within the local community.

### **Event Staff**

#### ***Kinetic Events Staffing | JUNE 2023 - NOVEMBER 2025***

- Supported high-profile, large-scale events, including Stanford Football games and Apple Worldwide Developers Conference (WWDC), ensuring smooth operations for 30,000+ attendees per football game, and 5,000+ attendees for WWDC.
- Delivered high-quality guest services at major Stanford University events, including sporting events, commencement ceremonies, and concerts, ensuring efficient crowd management and positive attendee experiences.

## **DESIGN PROJECTS**

### **CapyPal ADHD Helper app**

- Designed a productivity-based mobile app to help individuals with ADHD maintain focus and complete academic tasks on time.
- Conducted user research through observations and interviews to gather insights and make informed design decisions to create user-centered features.

### **Rebranding of Sushi Kuma Restaurant and Dateable 831**

- Designed fresh logos for two clients from concept through client feedback integration.
- Selected as a finalist designer for the Sushi Kuma logo branding project.

### **Holding onto Hope Family Justice Center**

- Led the design of environmental graphics and signage for the future family justice center in Salinas, reflecting their mission-driven messaging.
- Worked collaboratively with a team, incorporating feedback from stakeholders, and refining designs in Adobe Illustrator to convey hope and empowerment.

### **First Night Monterey Design Poster**

- Designed a poster and admission buttons for First Night Monterey, a community-centered celebration of the arts held annually on New Year's Eve.
- Incorporated feedback from the program chairperson and revised the design through multiple iterations to better align with the program's goals and vision. The final design was selected as a 2nd place finalist.